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U.S. Department of Agriculture

Agricultural Marketing Administration

Commodity . . . *FRESH ORANGES, GRAPEFRUIT & TANGERINES*

Marketing area . . . *NATIONAL*

Time *JANUARY 7 through JANUARY 16*

FOR USE AFTER JANUARY 4, 1943

WASHINGTON, D. C.

With the total amount of citrus fruit coming from the main producing areas reaching its seasonal peak, fresh oranges, grapefruit, and tangerines hold the spotlight as a Victory Food Special for the period January 7 through January 16.

Oranges are listed as a Victory Food Special for the first time while grapefruit and tangerines play a return engagement. Throughout the country, wherever fresh oranges, grapefruit, and tangerines are distributed, retailers and other merchants cooperating with the Agricultural Marketing Administration will feature the fruit as a Victory Food Special in store advertising and display material.

Consumers are urged to make full use of oranges, grapefruit, and tangerines while the fresh fruit supplies are plentiful. With the restricted use of tin for canning, consumer markets will this season have to absorb more of this fruit in fresh form than ever before despite the quantities of grapefruit and oranges to be processed to meet military and Lend-Lease requirements. By making full use of the supplies of fresh citrus fruit available this season, consumers will help conserve valuable food as well as contribute toward a more effective use of the Nation's total wartime food supply.

Since oranges are the latest of the citrus family to merit the Victory Food Special emblem, let's talk a bit about them. Half a century ago in most sections of America, oranges were

special treats, a bright gift to look forward to in the Christmas stocking, or a goody to bribe children into good behavior. Today we can enjoy a brimming glassful of orange juice whenever we want to the year around.

It's not that oranges are new to America. Citrus beat the Mayflower to these shores by a good century. Like so many other products, the orange came first from the Orient, and from China and India it spread to other parts of the globe. On his second voyage to America in 1493, Columbus stopped off at Gomera, Grand Canary Island, to do a bit of shopping. The explorer was now out to become a colonizer, so he picked up some livestock and some fruit and vegetable seeds. He landed on Hispaniola Island late in November and lost no time in getting the "seeds of oranges, lemons, and citron" he had brought in the ground.

Ponce de Leon may have carried seeds from these trees on to the mainland,

EVERY HOMEMAKER now has the job of seeing to it that the most effective use is made of the Nation's total wartime food supply. Food is a weapon and our farmers are producing more than ever before. But farmers cannot produce in exact amounts — nor are all foods suitable for war purposes. Thus, from time to time, some foods are more abundant than others. Those foods in most abundant supply are designated by the Agricultural Marketing Administration as VICTORY FOOD SPECIALS. Merchants are cooperating with the AMA by featuring Victory Food Specials. When the homemaker buys Victory Food Specials, she spreads her buying power in a way that serves the Nation and her family. And this conserves other food and prevents possible waste, thus assuring full use of all that is produced. Yes, every homemaker is a sergeant in the all-important food management army.

feeling perhaps that if he did not find the Fountain of Youth, he would plant his own. Anyway, it is known that St. Augustine had its citrus trees by 1579. This gave Florida a good 200-year head start over California, but lest we start a controversy, the citrus industry there languished with the Spanish colony and many a sweet orange, sour orange, and lime escaped to the woods and went native. It was in 1769 that the orange was introduced to California by the Franciscan fathers who brought it from Mexico and planted it at missions along the Pacific Coast.

Citrus is thought to have been under cultivation in its native Asia for 4,000 years though the oldest treatise on oranges extant dates back a mere 700 years or so to 1178. The work is Nan Yen-Chih's Chu Lu, and though it discusses the three horticultural groups and 27 varieties of oranges to be found in Wenchow at that time, it makes no mention of vitamin C. But then the Englishman who discovered that lemons and limes would keep the British navy strong didn't know about vitamins either. They did know that by issuing each member of the crew a one-ounce ration of citrus juice a day, they could prevent that dreaded sailors' disease, scurvy. In case you didn't know, that's how the British sailor won the nickname "limey" that has clung to this day.

High vitamin C content is the thing that all members of the citrus group have in common, according to the Bureau of Home Economics. Since this is a vitamin that can't be stored by the body and is the most easily lost in food preparation, plenty of it is needed every day. It's that high C that gives citrus its high rating today, and assures us that quantities of fresh fruit will get to market despite the difficult problems of containers, labor, and transportation that beset the citrus industry. On winter markets, when other fresh fruits and vegetables are scarcest, these orange and golden fruits are especially welcome. An orange a day, or half a grapefruit for breakfast, takes care of most of your vitamin C needs for the day. And oranges give an A and B vitamin bonus.

Here's what to look for when you go shopping for oranges or grapefruit--and these are general rules. Heaviness is the first requirement of juiciness. Get the "feel" of the fruit to learn the right weight in proportion to size. Then look for a firm smooth skin of fine texture. Don't be misled by color--although color is important in relation to the type of fruit. Some kinds are naturally bright colored, but others can be "russeted" outside without affecting the flavor of the inside. Sometimes oranges are dyed to give them a more pleasing external color. This is allowed so long as only harmless vegetable dye is used, and the fruit is stamped "color added" to keep the consumer from being misled into expecting a deeper colored orange inside.

A good tangerine, like a good orange, should be firm and have a fine-textured skin. As a rule the deeper colored ones are best. This "Mandarin orange" enjoys a comparatively short season, so you'd better eat them now--they'll be gone before the winter is over. In the Orient the Mandarin oranges were so precious that only the very wealthy could afford them. The tangerine, with this aristocratic background, is grown in plentiful supply in this country and is a favorite of both young and old. Because it peels so easily, the tangerine is frequently called the "kid glove" orange.

There are so many good ways to use the citrus fruits it's hard to choose between them. The fruit cup is versatile when it comes to fitting in first, or last. Orange and grapefruit salads are good too.

Start the day right by drinking fresh orange or grapefruit juice and before retiring try drinking the juice of either fruit as a "nightcap." You'll not only find enjoyment in each sip, but you'll soon discover that it's good for your health. Juicing an orange or grapefruit is simple. Select the size fruit that will fit your reamer best. First chill the fruit in a refrigerator and the juice will be cool after squeezing. Do not strain the juice, because the tiny particles of pulp contain valuable minerals and vitamins. For an in-between snack, you'll find that the tangerine will hit the spot. Also, don't forget that tangerines are just the fruit for the school or factory lunch box.